



RUBAG named exclusive Yanmar dealer for Switzerland

The agreement strengthens Yanmar's dealer network through RUBAG's national footprint, equipment expertise and long-standing customer relationships.

Yanmar Compact Equipment EMEA (Yanmar) has appointed RUBAG as its exclusive dealer for Switzerland, effective from 1 June 2026. The agreement marks the next step in a long-standing partnership, with RUBAG having represented Yanmar in the country since 2018.

“This is a proud moment for RUBAG and an important step in our long-standing relationship with Yanmar,” says Nicolas Sameli, CEO at RUBAG. “Our team has worked hard to earn this responsibility, and we are ready to build on it. Our passion is the distribution of compact construction machines, and we put this passion and our daily commitment into supporting both existing and future new customers in the best possible way. Our customers need reliable machines, strong local support and partners who understand their needs — that is exactly what RUBAG and Yanmar can deliver.”

Founded in 1904 and headquartered in Birsfelden, near Basel, RUBAG is one of Switzerland's longest-established construction machinery dealers. Today, led by the third generation of the Sameli family, the business sells, rents and repairs machinery through eight branches in Birsfelden, Otelfingen, Oberbüren, Konolfingen, Hellbühl, Tuggen, Chavornay and Grellingen, supported by additional regional service partners.

Compact machines, local support

Across Switzerland, compact equipment is often put to work in restricted, carefully managed spaces, from private gardens and residential streets to civil engineering and fibre network installation. “We're a compact country, and our customers often work in environments with limited space and demanding traffic conditions,” explains Nicolas Sameli. “In Switzerland, customers place great importance on the quality and reliability of machines that deliver precise performance across a wide range of applications. At the same time, they expect a trusted local partner who shares these Swiss values and can provide fast, reliable and professional support.”

This is where Yanmar's compact equipment is especially well suited to these working conditions. RUBAG will continue to offer the full range, including mini and midi excavators, wheel loaders and track dumpers.

The agreement will also support a more consistent Yanmar brand presence across Switzerland, with RUBAG making greater use of Yanmar's distinctive Premium Red identity. With the start of the exclusive dealership, RUBAG will offer Yanmar machines with a red hood instead of the current white version, further strengthening Yanmar's visibility and recognition in the Swiss market.

Dedicated national support

RUBAG's service offer is backed by over 100 employees, including experienced sales consultants and trained construction machinery mechanics. With modern service vehicles, a



central spare parts warehouse, eight branches and partner locations across Switzerland, the company provides repair, maintenance, servicing, overhaul and assembly support close to customers. Its regional teams also bring the local knowledge, language skills and customer relationships needed in a diverse construction machinery market.

“With more than a century of experience, RUBAG brings the reach, expertise and customer trust that are central to our dealer network,” says Frank Simon, Business Director CEE, Yanmar Compact Equipment EMEA. “As our exclusive dealer, RUBAG will play an important role in strengthening Yanmar’s presence in Switzerland and supporting customers across a wide range of compact equipment applications. It is a partnership that reflects our Building with You ethos – understanding how operators work and supporting them with the right machines and expertise.”

Meet RUBAG at ÖGA 2026

RUBAG will showcase Yanmar compact equipment at ÖGA 2026, Switzerland’s largest trade fair for the green industry, taking place from 24–26 June in Oeschberg/Koppigen. Visitors will be able to meet the RUBAG team, explore the Yanmar range and discuss how compact equipment can support work across restricted jobsites. Visit RUBAG at booth 410 in sector 10.4